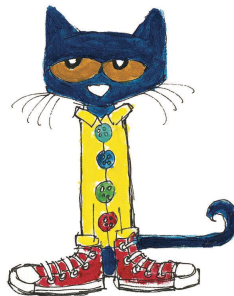
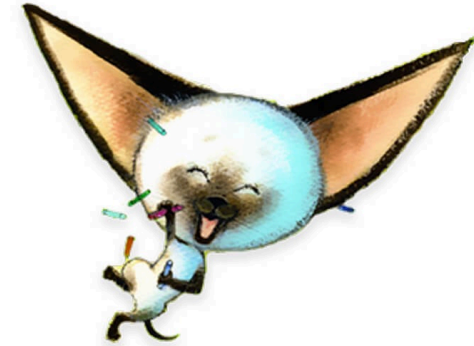
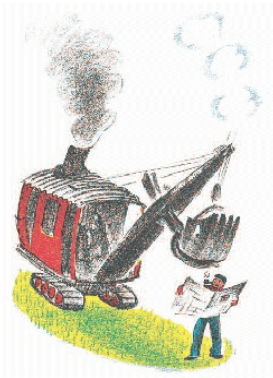


Chat

Which Children's Book Character
Are You Today and Why?



The mission of The Paterson Education Fund (PEF) is to stimulate community action for change so that the Paterson Public Schools ensure that all Paterson children achieve high standards.





#PatersonReads



What is the Campaign for Grade-Level Reading?

THE CAMPAIGN FOR
GRADE-LEVEL READING

**3RD GRADE
READING
≡ SUCCESS
MATTERS**



What

The Campaign for Grade-Level Reading seeks to disrupt generational poverty and ensure more hopeful futures for children of low-income families.



How

We support community-driven initiatives to improve the likelihood that these children will grasp the first rung of the success sequence ladder — graduation from high school.



Where

More than 370 communities in the US and 2 provinces in Canada



For a full listing of Grade-Level Reading Network Communities, visit gradelevelreading.net

Community Solutions Areas

THE CAMPAIGN FOR
GRADE-LEVEL READING

**3RD GRADE
READING
≡ SUCCESS
MATTERS**



Ensuring early school success for low-income children

What mobilized communities must do



Stop playing catch-up

Ensure that fewer children start school so far behind.



End chronic absence

Don't let students fall further behind during the school year.



Reverse the summer slide

Enable striving and struggling readers to make progress instead of losing ground.



Address health-related challenges

Healthy development is key to early academic success.



Equip parents to succeed

Parents are brain builders, first teachers and tutors, strongest advocates and best coaches.



Advance grade-level reading and math

Start early, align and integrate.



Slow learning loss & accelerate equitable recovery

Fast-track access to the internet, tutors and out-of-school learning.

CSAP SMART Goals



Attendance - reduce chronic absenteeism in grades K- 3 through strategic partnerships.



Child Well-being - improve well-being of children & their families; support the alignment of community resources.



Literacy Practices - Literacy-rich, Culturally-Relevant, Extended Learning - expand opportunities & knowledge of best practices.



School Readiness - boost language acquisition by expanding & diversifying family literacy opportunities.



Collective Action!



- 4CS of Passaic County
- Abriendo Puertas
- Amplify
- Boys & Girls Club of Paterson & Passaic
- Camp YDP
- The Clinton Foundation – Too Small to Fail
- Eva's Village
- G.R. Dodge Foundation
- Gilmore Memorial Preschool
- Learning Ovations
- New Destiny Family Success Center
- NJ Community Development Corporation
- The Nicholson Foundation
- Oasis - A Haven for Women & Children
- City of Paterson
- Partnership for Maternal Child Health
- Passaic County Community College
- Paterson Alliance
- Paterson Families
- Paterson Free Public Library
- Paterson Public Schools
- Paterson YMCA
- Reach Out & Read
- Read to Know
- St. Paul's Community Development Corporation
- The Henry & Marilyn Taub Foundation
- Turrell Fund
- United Way of Passaic County



First Lady Farhanna Sayegh & Literacy

If #PatersonReads supports parents, then Paterson children will succeed in reading, & graduate Paterson Public Schools ready for college, a career, and citizenship.



Parent of three Paterson students grades 3 and under, professional marketer, and wife of the Mayor of the City of Paterson.



Key issue: parents are the “secret sauce” for child success.



Help Parents:

- Set bold goals for children
- Have information & tools to use every day
- Track progress & celebrate success together

How?

Focus on Digital with In-Person Supplement



Why Digital?

- Parents are already leveraging digital media for parenting advice
- Most cost-efficient way to reach the best market segment/audience
- Immediate interaction with audience is possible and enables our message to be shared incredibly quickly.
- Data and results are easily recorded in real-time and optimized to improve results

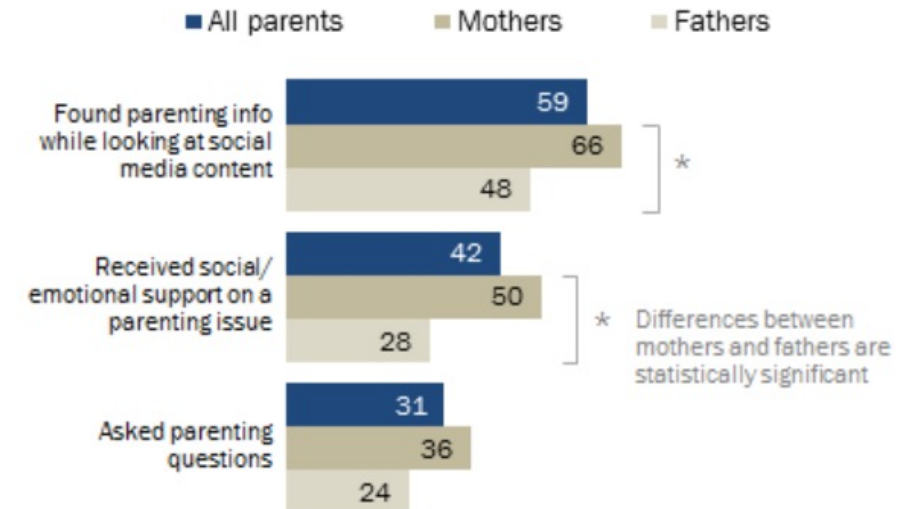


Supplement with in-person programs

Physical contact is more “real” to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory.

Social Media is One of Many Sources for Parenting Advice and Information

Among all parent social media users, the % who have done the following on social media over the previous month...



Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=241 parent social media users ages 18+. The margin of error for all parent social media users is +/- 7.4 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

How?

- At Schools
- On Social
- Via Community Grants
- In Mailboxes
- Via Contests
- At Events
- In Partnerships



THANK YOU

Any Question ?

